Characteristics/Criteria Table

Slide Show

|  |  |
| --- | --- |
| Characteristics (What must you have?) | Criteria (How do you make a good one?) |
| Information | Brief bullet points, no info overload |
| Headings | A title that summarizes the info on the slide |
| Visuals | Helps explain the text or make the text more appealing. |
| Organization | Organize the text by similar topics on one slide. |
| Animations, Fonts, and Backgrounds | Use appropriately by the slide or topic. |

Magazine Ad

|  |  |
| --- | --- |
| Characteristics (What must you have?) | Criteria (How do you make a good one?) |
| Visuals | Get a visual that relates to the topic. |
| Slogans | Catchy, make the reader remember what the topic was about |
| Topic headings | Lets the reader be aware of what they will be reading |
| Information | Info that relates to the topic heading |
|  |  |